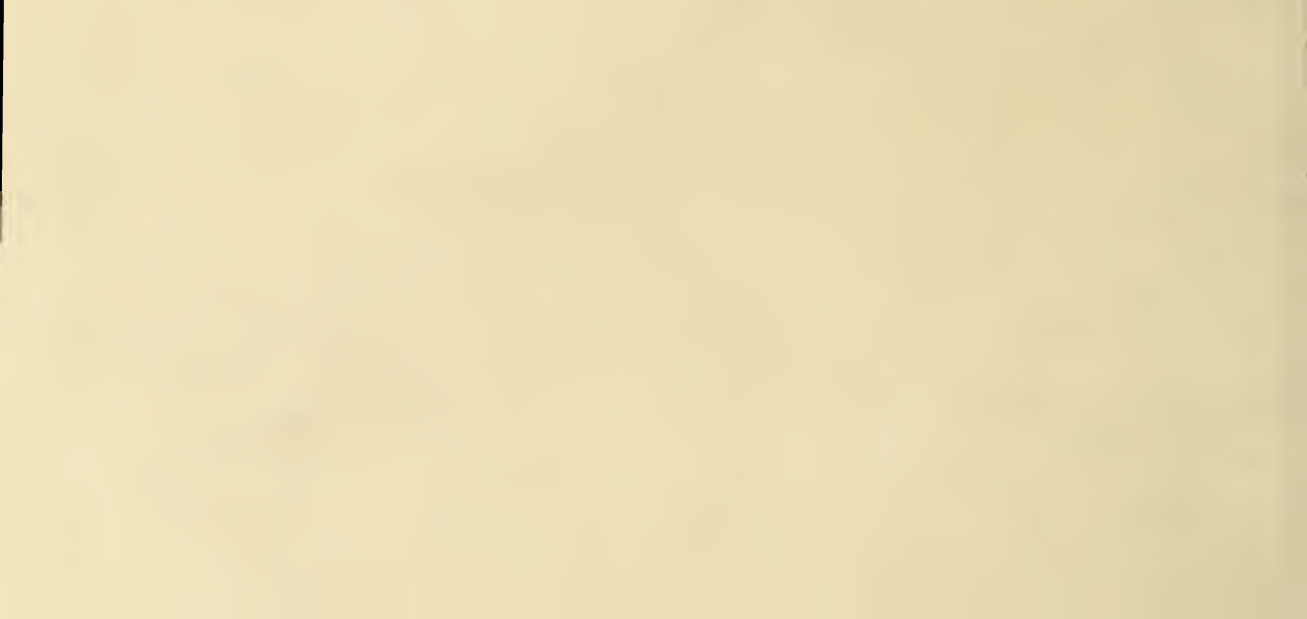


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HALF a loaf...



FEDERAL CROP INSURANCE CORP.

U. S. DEPARTMENT OF AGRICULTURE

#286

#286

is
better
than
NONE



Any Way You Slice It



This is an old saying that draws its illustration from a by-product of your crop, but any way you slice it . . . the meaning makes sense.

We all set goals in anticipation of obtaining the whole loaf, but to quote another old saying "The best laid plans of mice and men often go astray." When this happens, half a loaf or even a slice, has its compensation.

Is Your Best Enough?

The preceding illustration certainly applies to farming. When you plant your wheat crop you anticipate a good harvest. Every farmer knows that any planted crop can fail because it takes more than his best farming efforts to produce the harvest. But many farmers take this chance . . . and many find at harvest time they have not obtained the whole loaf . . . half a loaf . . . or even a slice.

Payless Payday

There you have it. The farmer has invested everything in the hope of a good harvest and finds himself with a crop failure . . . with nothing to show for his efforts. The worst part of it is that he could have had "half a loaf" if he had insured his crop investment.





Make Sure



Federal All-Risk Crop Insurance offers this protection. It does not guarantee a good wheat crop, but it does insure the money you spend to put that crop in the ground. It protects your crop investment from all of the natural hazards that could destroy your crop during the growing season. If you are fortunate enough to go through the season untouched by these hazards, you will obtain that "whole loaf" . . . but you can't be CERTAIN that you will, so it is wise to invest a small slice of that whole loaf in a crop insurance premium that guarantees you at least "half a loaf."

You Have the Opportunity

Federal Crop Insurance offers you the opportunity to make sure. If you don't obtain the whole loaf this year, you will at least get back the money you have spent. Federal Crop Insurance guarantees you the "half a loaf" which is far, far better than NONE.

Take Advantage of It

Consider the cost of your operation . . . the amount at stake, and ask yourself if it is wise to let it stand unprotected. See your Federal All-Risk Crop Insurance representative for full details on this protection that is available to YOU.